FREE COPY

HOW TO BUY FLORIDA

Consumer's Guide to buying Florida WATERFRONT Property

THE "ISLES" OF PUNTA GORDA

This booklet gives the complete story of
Florida's largest
all-waterfront residential colony

Punta Gorda Isles

While Punta Gorda Isles is mentioned specifically, the information contained herein is applicable to the purchase of any Florida real estate, and will serve as a consumer's guide in aiding you "TO BUY FLORIDA" wisely. Here is the real low-down on Florida land development, as told by five specialists in the art of creating high-quality waterfront communities; professional developers who speak candidly about prices and costs that heretofore have been considered land developers' secrets.

THINKING OF BECOMING A FLORIDA LAND OWNER?

A message from the "Isles" Development Group, prominent Florida land developers and real estate experts.

"EACH WEEK OF THE YEAR, approximately 5,000 Americans cut their home ties, wave goodbye to friends and relatives and move into Florida to live.

In addition, each year hundreds of thousands of Americans invest in Florida land. Obviously, it is to the best interest of the buyer to know everything possible about the Florida land of his choice before buying.

"Whether your purpose is family living, retirement, a winter residence, or an investment, your property is only as good as its topography, its up-to-date physical improvements, and its restrictions against disturbing influences.

"In this booklet, you as a prospective buyer, will find the facts that you should know about our West Coast waterfront community, Punta Gorda Isles.

"Before going further, let us say that *not everyone* can afford to own a homesite and home in Punta Gorda Isles. It was intentionally designed for those who want the very best in Florida waterfront living. On the other hand, considering the excellent location and quality of physical improvements, we feel a PUNTA GORDA ISLES homesite is one of the finest investment bargains on the Florida real estate market today, as a careful study of this booklet will disclose.

"At all times bear in mind that much, much more goes into the development of top quality waterfront homesites than merely dividing a tract of land into lots. The installation of water lines for city water, storm sewers, filling and grading the land, dredging wide, deep waterways, landscaping — all these physical improvements and more determine the quality of the homesite you purchase.

The "ISLES" DEVELOPMENT GROUP, specializing in the development of prime Florida waterfront communities. Pictured left to right; Robert J. Barbee, Wilber H. Cole, Sam A. Burchers, Alfred M. Johns, and Thos. A. Messina. Formerly under the tutelage of James Stone Hunt Sr., the nationally-known developer of fabulous Coral Ridge in Ft. Lauderdale, Florida; the "ISLES" developers carry on in the superior waterfront tradition of Coral Ridge. The "ISLES" DEVELOPMENT GROUP have been associated with many major Florida waterfront subdivisions, notably including Eastern Shores in North Miami Beach, and Gables By the Sea in Coral Gables.

"You need not be an engineer to understand the basic elements of land development whereby you can judge quality and value.

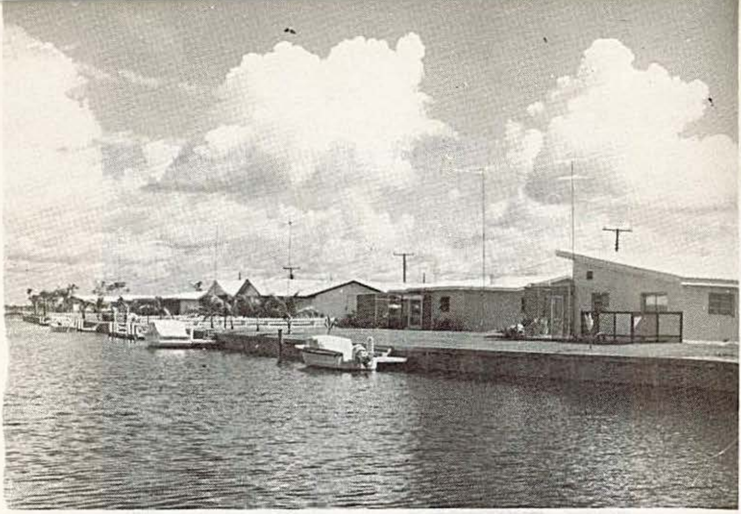
"They are quite simple, as you will see. Once you have mastered the rudiments, then you can judge for yourself.

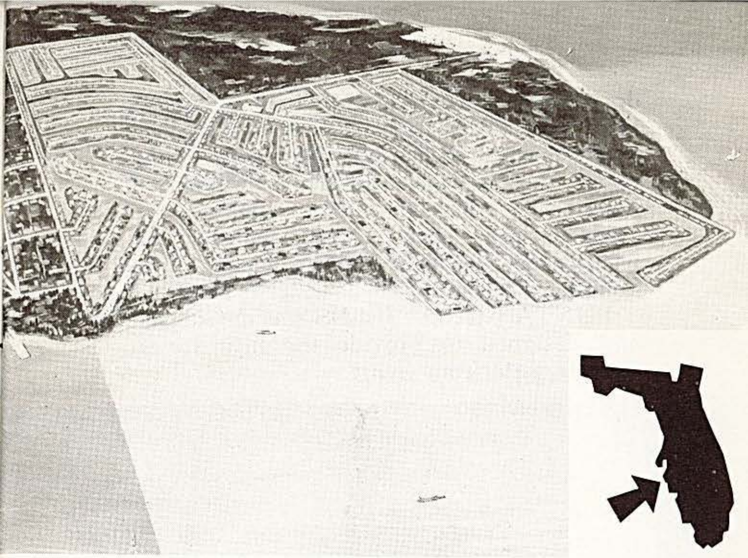
"The land developer may or may not have made a wise decision in selecting the location for his development. The development organization may or may not be spending hundreds of thousands or millions of dollars on physical improvements.

The answers to all such matters you will want to know — MUST KNOW — if you expect to fully evaluate the worth and wisdom of your purchase. . ."

MEMBERS OF THE BOARD
PUNTA GORDA ISLES, Inc.

ALFRED M. JOHNS **THOMAS A. MESSINA**
ROBERT J. BARBEE **WILBER H. COLE**
SAM A. BURCHERS





"Artist's conception of Punta Gorda Isles when completed".

INTRODUCTION

Q. What is PUNTA GORDA ISLES?

A. PUNTA GORDA ISLES is the only major all-waterfront colony on Florida's West Coast. 1,306 choice waterfront homesites go into the making of this community . . . EACH and EVERY homesite is *on the water!*

Located on the south shore of Charlotte Harbor, one of the largest bodies of sheltered water in Florida, PUNTA GORDA ISLES rests on a peninsula. This peninsula was named *PUNTA GORDA* by early Spanish explorers, meaning "broad point" in English.

Bordered by wide expanses of sparkling water, the peninsula offers no route for a roaring expressway, no attraction for industry. Yet this secluded "little world of its own" is within the western boundary of the prospering resort city of Punta Gorda. The main west coast traffic artery, U. S. Highway 41, passes through the city two miles to the east of Punta Gorda Isles.

All Punta Gorda Isles homesites are either directly on Charlotte Harbor itself, or on wide, Venetian-style waterways leading directly into the harbor.

Residents have access to their homes by either auto or boat. This type of land improvement has become increasingly popular in Florida in recent years.

Scenically, *waterfront living* gives new meaning to the delightfully, informal "outdoor" and "Patio-living" for which Florida is famous. Wide, rippling waterways provide lovely marine vistas from three sides of the home. Accordingly, Florida waterfront homes are designed with maximum open areas in the "back". Architecturally, the back is now the most important part of the house.

PUNTA GORDA ISLES was engineered and designed to provide the ultimate in Florida waterfront living.

TYPICAL WATERWAY SCENE IN PUNTA GORDA ISLES

LOCATION, QUALITY and PRICE

The "ISLES" DEVELOPMENT GROUP: "These are the three main elements having to do with the selection of real estate by the individual buyer. Let's examine each of the three."

LOCATION "Location is the key to real estate value, particularly Florida waterfront residential homesites . . . a well-located waterfront homesite should be on or near a wide expanse of water; away from commercial sections and inexpensive project 'development,' wherein the houses are almost identical. The ideal location is one close by main transportation arteries and near all city conveniences such as shopping centers, hospitals and schools."

LOCATION I: City Conveniences

Q. Just where is Punta Gorda Isles situated?

A. On the Southwest Coast of Florida — the unspoiled Gulf Coast, the "Isles" is adjacent to the City of Punta Gorda.

Q. Then the "Isles" is not "a future city in the making" as some popular-priced developments call themselves?

A. Definitely not! A very, very important point. There are Florida communities now under development that are miles and miles from the nearest town. They have sites "set aside for future schools, churches, shopping centers." But city conveniences — such as the average person is accustomed to — will not come to those communities until enough people are living in that area to warrant the commercial growth of a city. Such is not the case with Punta Gorda Isles, already an actual extension of the existing City of Punta Gorda. The entrance to "The Isles" is but twenty city blocks from the heart of downtown Punta Gorda. The approach to Punta Gorda Isles from the business center of the city is along Marion Avenue, which is lined with tall, stately royal palms. Along part of this handsome avenue is one of the city's finest residential areas. Nearing the city's western limits you arrive at the wide, palm-lined boulevard entranceway to Punta Gorda Isles.

Charlotte Shopping Center
BELK - LINDSEY
Department Store
Thrifty DRUGS
SAVE STAMPS
B & B
B&B SU
MARKET

Q. Tell me about the City of Punta Gorda.

A. The city of Punta Gorda has a present population of 3,157 with an additional 5,000 people living within a 5-mile radius of the city. Punta Gorda is the county seat of Charlotte County. A peaceful, clean, pleasant small city, it does not attract the type of person who comes to Florida to live in the midst of big-city noise and commercial hustle and bustle. Punta Gorda appeals instantly to the person seeking Florida sunshine, weather and water and in a small, resort town atmosphere. Here the social life moves at a slow, calm, genteel pace.

Q. How about churches and schools?

A. Of course, Punta Gorda offers all city conveniences for year-around living — churches, schools, a new shopping center, and a modern hospital.

Q. What cities are near Punta Gorda?

A. Fort Myers (population 28,500) is 22 miles south of Punta Gorda. Sarasota (population 36,700) lies 46 miles, St. Petersburg (population 179,472) 86 miles(and Tampa (population 270,610) 102 miles to the North. West Palm Beach (population 64,100) is 148 miles, and Miami (population 283,600) only 167 miles to the East and Southeast.

LOCATION II: Transportation

Q. Is Punta Gorda near any main highways?

A. Yes, the main Florida West Coast highway artery, U.S. 41 (Tamiami Trail) runs through Punta Gorda. Punta Gorda is also the terminus of U.S. 17, a lead-in artery from many northern states through Georgia and Central Florida.

Q. Is there train transportation

A. Yes, the Atlantic Coastline Railroad services Punta Gorda.

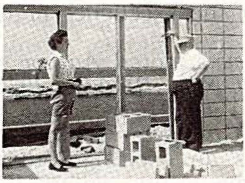
Q. And air transportation?

A. Punta Gorda has its own private airport with wide cement runways. For commercial aviation, National Airlines flies to nearby Fort Myers Airport.

Q. Can you reach Punta Gorda Isles by boat?

A. Yes, from the west coast along the Gulf of Mexico and into Charlotte Harbor at Boca Grande Pass. From the eastern seaboard, along the intercoastal canal and then via the cross-state canal to the west coast and Charlotte Harbor.

Mr. & Mrs. Lloyd Ettinger, Washington, D.C.



Mrs. Ettinger: "WHAT DO I LIKE ABOUT PUNTA GORDA ISLES? The wide-open spaciousness, all the beautiful water . . . and the breeze. There's always a refreshing breeze from the harbor. And the people of Punta Gorda, too. They're so friendly, congenial, helpful. They're just grand. We love it here."

Mr. Ettinger: "What my wife says is true. I like Punta Gorda Isles. And more so for boating and fishing. What attracted me were the wide, deep waterways . . . and most important, the protective restrictions suit me fine."

LOCATION III: Charlotte Harbor

Q. On what body of water is Punta Gorda Isles located?

A. Our all-waterfront community is located on a peninsula of land rounding gently from the City of Punta Gorda into the wide, expansive waters of Charlotte Harbor.

CHARLOTTE HARBOR

Q. Tell me about Charlotte Harbor.

A. Charlotte Harbor is roughly six miles wide and twenty miles long. It is the second largest body of sheltered water in the state of Florida, second only to Tampa Bay, though lying much farther south, well into the most desirable sub-tropic resort region.

Q. For what is Charlotte Harbor noted?

A. Fishing and boating. To quote the Florida Development Commission's color brochure, which is currently being distributed nationally . . . "Punta Gorda is the head of the bay called Charlotte Harbor, and at the mouth of the Peace River. This region is world-renowned for the excellence of its tarpon fishing.

Read what Gordon Lewis, noted Author of "FISH REALLY DON'T READ, THE BOOK OF FLORIDA FISHING," has to say about fishing in Charlotte Harbor.

"Fishing Florida is an exciting lottery that begins every time a line enters the water. In the Punta Gorda area, the huge catalog of fish includes the eagerly sought snook, redfish, several of the snappers, three members of the seatrout family, grouper, copia, and fine seasonal runs along the coast of kingfish, blues and Spanish mackerel. Great schools of little tuna and bonita churn the offshore waters as they slash through helpless feed; screaming gulls and diving pelicans happily reveal their whereabouts.

"Pompano are frequent, and rod-jolting packs of crevalle jacks roam ceaselessly. Bright striped sheepshead nose around pilings and abutments in search of crustaceans. Bottom fish are the grab bag of bays, rivermouths, mangrove-banked islands, and coral reefs. These fish, fine for table and sport alike, take the whole range of baits and methods used by novices and experts alike.

"The millionaire sport? Here, as *nowhere else,* can an angler get into sports and big-game fishing with an absolute minimum of gear without even, in many instances, the use of a boat. Tarpon are often taken from bridges and along shorelines. As evening dusk settles on the Gulf, tarpon and redfish move shoreward.

"To many seasoned fishermen, there is no sight in the world more thrilling than the blaze of a great silversided tarpon rising mightily into the moonlight, gills rattling as he savagely shakes his head in a dogged effort to throw the hook, plunging from a bridge abutment or piling, settling down in the moon-streaked waters for a bulldog fight against a restraining line."

Indeed, Charlotte Harbor waters are a mecca for the sports fisherman, as the noted Myakka and Peace Rivers enter into Charlotte Harbor, with the Gulf waters entering from the west.

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A. Charlotte Harbor is a haven for boating, sailing, speed boating, cruising, water-skiing, skin diving. Charlotte Harbor waters are often so placid as to be remindful of an inland lake. Many small sandy-beach islands lure picnickers and treasure hunters the year round — a number of these islands reputedly being the secret hiding place for pirates' booty. One island in Charlotte Harbor even has its own golf course.

LOCATION IV: Hunting

Florida has more hunting areas than any state east of the Mississippi. One third of Charlotte County is a state game preserve, and there are many other large tracts here which are leased by private parties for hunting. Hunters fly from all over the U.S. and Canada for the duck, deer, quail and turkey season each year. For example, the Eagle's Nest Hunting and Fishing Lodge on Peace River has entertained such sporting enthusiasts as General Omar Bradley, General Bedell Smith, Golf-pros Sammy Sneed, Lou Worsham, and many other notables.

LOCATION V: Beaches

Q. Where are the nearest beaches?

A. Right at your door-step. Punta Gorda city beach is on Charlotte Harbor down the road one mile west of PUNTA GORDA ISLES.

Q. Are there nearby Gulf Beaches?

A. "Yes, miles of unspoiled Gulf beaches fringe the islands bordering Charlotte Harbor. One of the more popular sunbathing beaches for residents is Punta Gorda Beach, directly on the Gulf and situated 20 mi. from Punta Gorda Isles on the opposite side of Charlotte Harbor. The beaches of nearby Sanibel and Captiva Islands, located 22 nautical miles across the Harbor from Punta Gorda Isles, are noted as two of the best shelling beaches in the world, a vertible paradise for shell collector's."

Q. Where is Warm Mineral Springs?

A. The celebrated bathing spa is 11 miles north of Punta Gorda. Said to be the Fountain of Youth sought by Ponce de Leon, it is famous for relief from arthritis, rheumatism and allied ailments. Constant 87 degree temperature, ideal for year around bathing enjoyment.

> "We had the opportunity of driving all over the state and seeing developments of every type . . . Punta Gorda Isles — the finest location and one of the best buys in the entire state of Florida. We're proud to be a part of it."
>
> Mr. and Mrs. Carl E. Day, Arlington, Va.

LOCATION VI: Recreation

Q. Is there good TV reception in the area?

A. For good reception, outside antennas are required. You, of course, will see the same national network shows (NBC, CBS, and ABC) at Punta Gorda as you will any place in the country.

Q. Theatre and movies?

A. A number of motion picture theatres and outdoor theatres are located in the immediate area and adjoining counties, as well as legitimate theatres in Ft. Myers and Sarasota, that occasionally feature pre-Broadway shows.

Q. Anything for golfers in the area?

A. The Port Charlotte Country Club, 3 mi. north of Punta Gorda, boasts a championship designed 18 hole course which is open to the public. For variety there is an 18 hole course at the Ft. Myers Country Club; and a 9 hole course in nearby Venice (29 mi.) In addition, a three par course is presently under construction in North Port Charlotte.

Q. Horse racing?

A. Sunshine Park in Oldsmar, on the outskirts of Tampa which is 100 mi. north of Punta Gorda.

Q. Dog racing?

A. Derby Lane in St. Peterburg, (86 mi.) Kennel Club in Sarasota, 46 mi. and Bonita Springs, (33 mi.) all have popular dog tracks."

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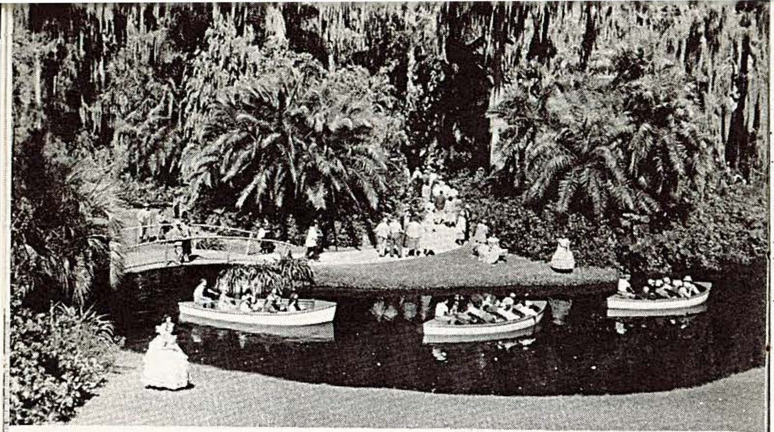

Q. What tourist attractions are along the Gulf Coast?

A. To mention but a few of the most famous that can be easily reached in a day's outing from PUNTA GORDA ISLES: Everglades Wildlife Park, (3 mi.) Cypress Gardens, (90 mi.) Ringling Museum, Circus Museum, Lido Beach, (48 mi.) Venice Beach, (29 mi.) Thomas Edison Museum, (22 mi.) Shell Factory, (15 mi.) Caribbean Gardens, (36 mi.) Sarasota Jungle Gardens, "Horn's Car of Yesterday", "The Glass Blowers", both of Sarasota (46 mi.).

Q. What is the climate like?

A. The city of Punta Gorda has a healthful sub-tropical climate, with both summer and winter extremes tempered by the waters of the Gulf of Mexico. Year around average 72°. Draw a line across Florida from Palm Beach on the east coast to Punta Gorda on the west coast. Everything south of this line is in the latitude of the semi-tropics—meaning frost-proof. Punta Gorda Isles is right on the semi-tropic line.

Q. The prevailing wind?

A. Southeast to Southwest — Due to its peninsular location, the "Isles" are favored with off shore breezes from the south, west and north.

Q. The annual rainfall?

A. Rainfall averages between 50 and 55 inches and is mainly seasonal, most of the rain coming between June-September.

> **"Around the 1st of March, my wife and I had the pleasure of having you show us Punta Gorda Isles. We have decided we like your development better than anything we have seen. We wish to purchase lot 9, block 10, and are enclosing. . . ."**
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> **Mr. and Mrs. H. J. Tinkel, Ft. Wayne, Indiana**

QUALITY

When recalling the finest residential communities you have seen, you immediately conjure up a mental picture of lovely parks and boulevards, beautiful homes and tasteful landscaping. These things, of course, are the result of residential quality. But what makes this quality?

To begin with, high-class communities must be pleasing to the eye. This means they must be free of harmful and distasteful influences.

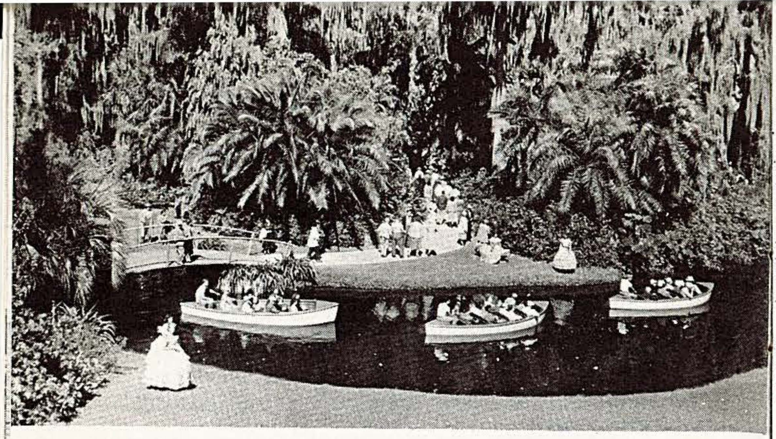
Free from irritating traffic congestion and noises, from objectionable commercial properties, low-cost housing projects, unsightly laundry lines, exposed garbage cans and the like. Such undesirable influences not only destroy the beauty of the area, but depress the value of the homes and homesites.

Intelligent zoning and property restrictions are your best protection against such disturbing influences, your best guarantee of a quality community you will be proud to live in.

Quality also means the finest physical improvements, such as water lines, storm sewers, well paved streets, wide main boulevards, park areas, good planning, beautiful landscaping. All these engineering "extras" are essential to a high-class home community. They are your guarantee against unsightly open drainage ditches, standing pools of water in streets, dusty roads, potholed streets, expensive, undependable home water wells.

And finally, protective building restrictions are recorded and enforced. Homes must be designed and built to certain standards of size and quality, and be maintained with care and pride. There is an old real estate maxim which cannot be overstated — "The value of your home depends upon how well your neighbor keeps his."

All these things together spell *Quality* as applied to a residential community.



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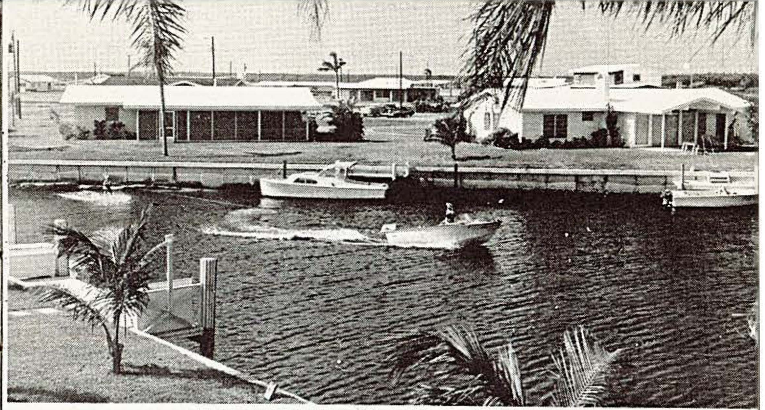

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QUALITY I:
The Land and Physical Improvements

Q. Is the land high and dry?

A. Yes, your home will sit better than 6½ feet above mean sea level. This is two feet higher than the average in the downtown section of the City of Punta Gorda. Prime Florida waterfront property is seldom more than 5½ feet above mean sea level, as are the majority of exclusive waterfront communities in Miami Beach, Ft. Lauderdale and Coral Gables.

Q. What size are Punta Gorda Isles homesites?

A. The minimum is a large 80′ x 120′ with many 100′ x 120′ and corner lots still larger. This size figure may be deceiving; however, on even a minimum waterway lot, the distance is 234′ from the pavement in front of the house to the neighboring seawall across the waterway.

> "We just recently moved into our new waterfront home at the 'Isles,' and life here has come up to our highest expectations. We have lived in Hawaii and the Pacific Coast, and for my retirement this is our choice of anywhere in the U.S.A."
>
> Mr. and Mrs. Earl Martin, Punta Gorda, Fla.

Q. What about the soil?

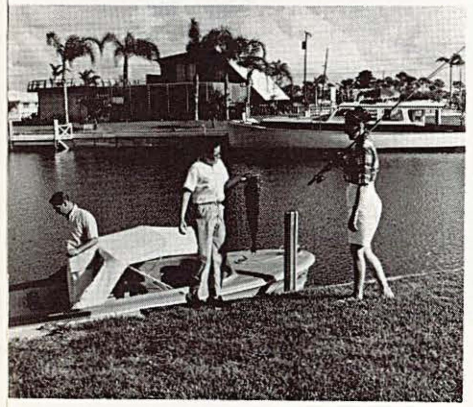
A. Fine, granular sand. Excellent base for growth of tropical plants and shrubs. Good from standpoint of building, because piling is not required for foundation as is often the case on loam soil or coral rock.

Q. Is city water available?

A. Yes, city water is piped to each and every lot where home construction is presently underway, and all improvements are in. There is no charge — no assessment for this city water line — it is included in the price of the lot. In South Florida, this constitutes a saving of up to $1200 per homesite where city water is not provided and a private water well must be dug. It also insures drinking water of the finest, purest quality. The Punta Gorda Chamber of Commerce claims "the worlds finest drinking water." Indeed, the drinking water is excellent, a most important factor in South Florida where well water frequently must be filtered and aerated to eliminate objectionable sulphur taste and odor.

LIVING at Punta Gorda Isles

(All photographs taken in Punta Gorda Isles)



QUALITY I:
The Land and Physical Improvements

Q. Is the land high and dry?

A. Yes, your home will sit better than 6½ feet above mean sea level. This is two feet higher than the average in the downtown section of the City of Punta Gorda. Prime Florida waterfront property is seldom more than 5½ feet above mean sea level, as are the majority of exclusive waterfront communities in Miami Beach, Ft. Lauderdale and Coral Gables.

Q. What size are Punta Gorda Isles homesites?

A. The minimum is a large 80′ x 120′ with many 100′ x 120′ and corner lots still larger. This size figure may be deceiving; however, on even a minimum waterway lot, the distance is 234′ from the pavement in front of the house to the neighboring seawall across the waterway.

> "We just recently moved into our new waterfront home at the 'Isles,' and life here has come up to our highest expectations. We have lived in Hawaii and the Pacific Coast, and for my retirement this is our choice of anywhere in the U.S.A."
>
> Mr. and Mrs. Earl Martin, Punta Gorda, Fla.

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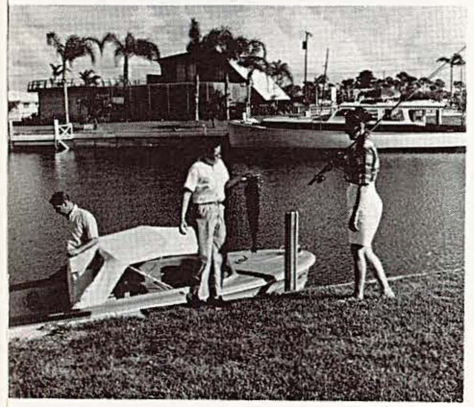

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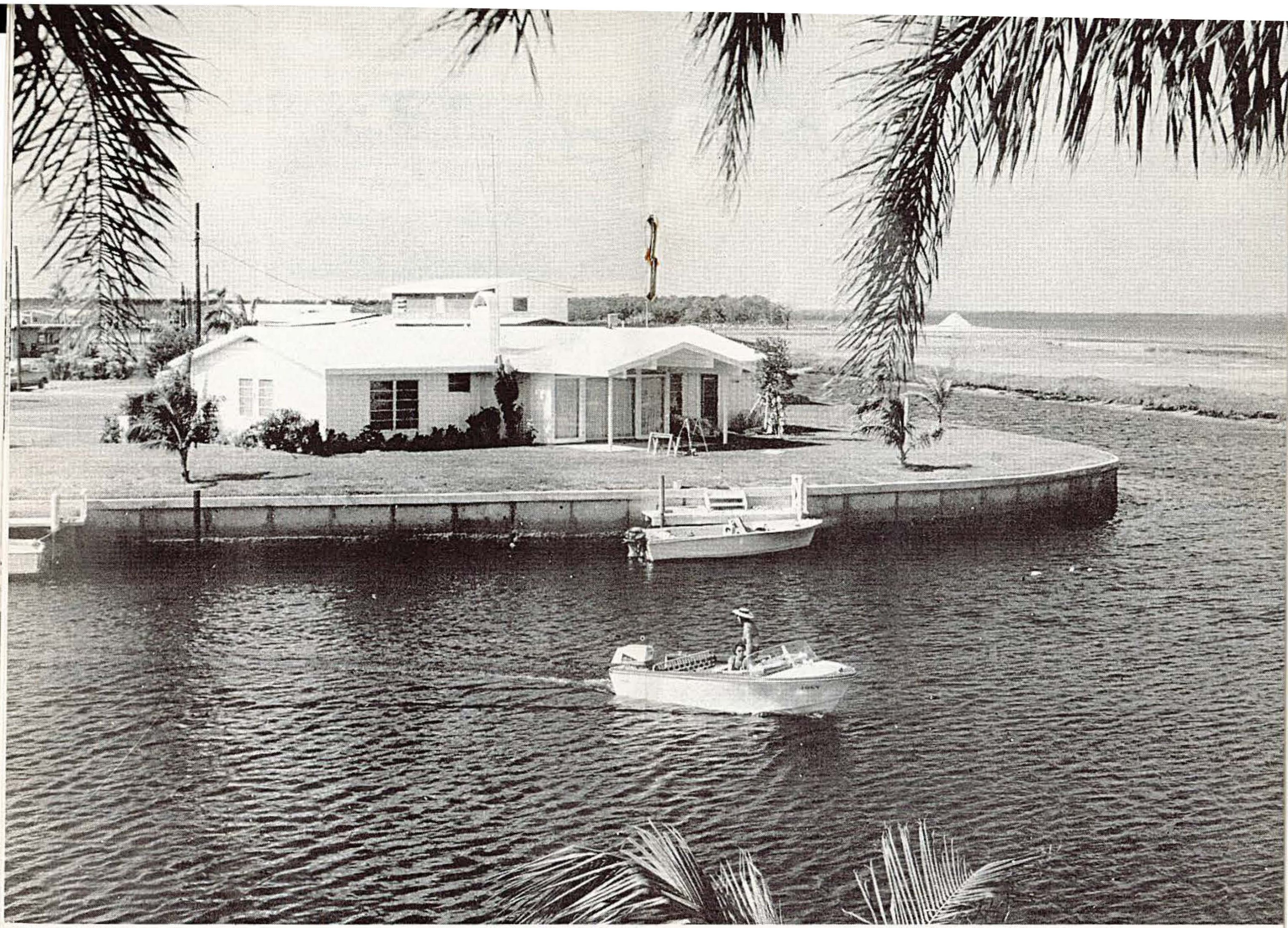

Q. What about drainage?

A. PUNTA GORDA ISLES provides storm sewers with culverts and catch basins throughout. Every 500′, a permanently installed concrete and steel catch basin feeds underground pipes which drain excess water off the land. There are no ditches or curbs in PUNTA GORDA ISLES. Lawns run straight to the street with gentle sloping, the homes sitting on slightly higher ground.

Q. Is this what you call "natural drainage"?

A. No, most emphatically not! PUNTA GORDA ISLES has *engineered drainage*, as a high-quality home community should. Natural drainage generally refers to land that must have a network of open ditches to drain away excess water. This is not conducive to scenic beauty, and furthermore, encourages stagnant pools of water that can be a serious danger to health.

If your homesite has *engineered* underground drainage, as does PUNTA GORDA ISLES throughout, this means the developer has spend roughly $200.00 for each homesite to give you this necessary, all-important physical improvement.

> "Thank you for the photographs. They not only aided us in visualizing our own completed home, but bear out our confidence in the selection of Punta Gorda Isles as a future home site. I might add that if you consider a satisfied customer as a good business asset, then we most certainly must rate near the top."
>
> Mr. and Mrs. Paul G. Daniel, Kettering, Ohio

Q. Does Punta Gorda Isles have paved streets?

A. Yes, the finest asphalt paved streets throughout. Punta Gorda Isles not only meet high county standards, but also state specifications, which are much higher than County standards and intended for heavy traffic which the residential streets in Punta Gorda Isles will not be. Our high-quality paving insures many, many years of use

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without repair. All this is included in the price of the homesite. There is no extra cost. Our poured asphalt streets cost over $100 per homesite more than if we installed cheaper paved roads such as the commonly used oil top or marl roads.

Q. Are there any parks?

A. Yes, two large park areas have been set aside at the entrance to the community and 38 small parks scattered throughout. The small parks are located at the end of each finger. Waterways run along both sides of the finger. Homes are built down both sides of the finger with the street running in between. At the end of each street is a turn-around. A small park of approximately 3,500 square feet is located on the inside of each turn-around, landscaping is centered around a mature royal palm.

Q. Is any landscaping provided on the homesites?

A. Yes, Punta Gorda Isles plan an overall community landscaping program, following complete landscape architectural planning, beautiful palms and other tropical trees and plants are planted along the Boulevard and streets in the "Isles", also, all homesites are seeded with popular Florida grasses. All of this is at no charge to the property owners and is part of the overall beautification program.

Q. What about lot maintenance?

A. This is the responsibility of the homesite owner. For a moderate fee, the management can have this service rendered by a professional lawn maintenance service. It is mandatory that all vacant homesites be properly maintained at all times. If not, the management reserves the right to bill the owner for lawn maintenance service. This is necessary. All home owners can appreciate the necessity for restrictions prohibiting ill-kept homesites near or adjacent to where homes are occupied. When homes are constructed, grass sodding is required upon completion and at builder's expense.

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WATERWAYS

Q. How wide are the waterways?

A. From 100′ to 485′. There are no waterways less than 100′ wide. Of the 1,306 homesites in PUNTA GORDA ISLES, approximately 250 have a harbor view in addition to the particular waterway the homesite is located on. Many homesites have waterview of three or even four waterways as they intersect and divide different fingers.

Q. How deep are the waterways?

A. The average depth is 15′ deep.

Q. Where do I dock my boat?

A. At the end of your front lawn, where you can cast off within seconds after leaving home.

Q. How large a boat is there room for?

A. Most homesites have water frontage large enough to accommodate yachts up to 80′ in length.

Q. Are retaining seawalls required?

A. Most definitely. When you build, you are required to put in concrete seawalls along your private waterway.

Q. What is the cost?

A. $11.00 per running foot (if we put it in for you). You are free to engage an outside contractor for your seawall, if you so desire. But generally we find we can do it more economically for you as we get the benefit of volume orders.

The charge for a basic homesite with 80′ of waterway would be 11 x 80 or $880.00. This can be conveniently included in financing the cost of the home just as you would finance patios, landscaping, or other basic home improvements.

Q. Must the seawall be of concrete?

A. Most emphatically! Our restrictions say the homesite owner must build a concrete seawall to a uniform specification. Based on years of experience we are firmly convinced that uniform concrete seawalls lend more to the over-all beauty and value of waterfront residential property than any other beautification improvement. If our restriction did not specify uniform concrete seawalls, but only required a retaining wall of the individual's choice, the community would eventually have coral rock, wooden bulkheads, and even sandbags for retaining walls. No longer a thing of beauty, the waterways now take on a river-slum appearance. This is the reason we rigidly enforce the concrete seawall requirement.

Q. Why not grow grass to the water's edge and do away with the retaining wall entirely?

A. The big problem here is erosion. Once grass is established to the water's edge, erosion from rain is generally negligible. Not so with reference to boat wash. When the community is fully developed and a continuous stream of boats is plying the waterways every day in the year — their wash creates a definite erosion problem. Real estate salesmen to the contrary, ask any engineer.

"The closest thing to Hawaii we have seen in Florida . . . an open majestic feeling of being with nature and a complete sense of freedom. The climate is just perfect, "We both love fishing. The variety we find here just can't be beaten, especially the silver king tarpon. We're both used to outdoor life. So, it's a wonderful feeling to be able to live out in the open, and enjoy the sun, all year round. Knowing that we have such fine people as neighbors, makes us very happy."
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> Chloe O. Fry, M.D., Harrisburg, Pa.

Q. What about fire protection?

A. Yes, fire hydrants are located on all streets. Fire hydrants are taken for granted in most Northern cities, but comparatively few Florida subdivisions have this all-important safety improvement. Home insurance is also much lower in a security area such as Punta Gorda Isles.

QUALITY II: City Conveniences

Q. Is there a nearby fire department?

A. Yes, the City of Punta Gorda has a modern fire station approximately 1½ miles from the entranceway to Punta Gorda Isles. Under normal conditions, fire-fighting equipment can reach any part of Punta Gorda Isles in five minutes or less after the alarm is given.

Q. Does PUNTA GORDA ISLES have police protection?

A. Yes, complete police protection.

Q. Utilities?

A. Yes, city water, power, bottled gas, and telephone facilities are all immediately available.

Q. Where is the nearest business district and shopping center?

A. Modern shopping conveniences in downtown Punta Gorda are located within two miles of Punta Gorda Isles.

Q. Churches and schools?

A. Churches of all major denominations are in the city. Punta Gorda has a modern public school system, which includes a new high school.

Q. Medical facilities?

A. The City of Punta Gorda proudly boasts a modern, up-to-date county Hospital, the facilities of which are generally available only in metropolitan centers. Medically, the Punta Gorda area is exceptionally progressive.

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QUALITY III: Homes and Neighbors

Q. Who will my neighbors be?

A. Someone like yourself who wants to live on the water in Florida, who prefers and can afford to build and reside in a high-quality waterfront development. The majority of sales to date have been to professional people; doctors, lawyers, dentists, engineers, educators, military and Government personnel, and businessmen, many of whom are retiring within the next few years, others who seek a winter home.

Q. Is PUNTA GORDA ISLES primarily for retirees?

A. Not at all! Many permanent residents of Punta Gorda own homesites here. The age category in Punta Gorda Isles is similar to a cross-section that might be taken of one of the finer residential communities in Cleveland, Detroit or Pittsburg.

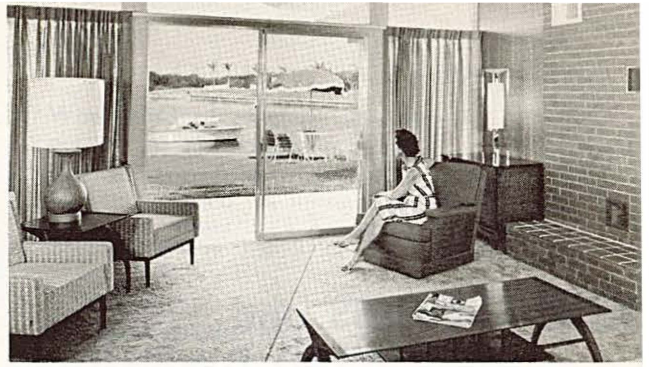
> ". . . the loveliest waterfront community we have seen on either Florida coast and we have been coming to Florida since 1930."
> Mr. and Mrs. Peter H. Bontsema,
> Mitchell, Indiana

Q. Who are the builders?

A. The developers of Punta Gorda Isles are community developers, not home builders. When you are ready to build, there are many fine local builders ready to bid on your own personal home plans, or submit plans for your approval. Thusly, all homes in Punta Gorda Isles are individually distinctive and *no two homes are alike.* Building costs are as low in the Punta Gorda area as anywhere in the State of Florida — a good rule of thumb is $11.00 a square foot for living area. Because you select your own builder, this puts home building in the "Isles" on a competitive basis, assures you of the finest quality at the most reasonable price.

Q. When do you have to build?

A. If you buy a homesite in certain sections, you must build within one year. In other areas, you are free to buy your homesite and build whenever you are ready.



Q. What are the building restrictions.

A. A minimum of 1,200 square feet of living area, exclusive of carports and patios. Homesites quite near the open harbor have restrictions of 1,500 square feet of living area.

Q. What does this mean in terms of price?

A. The average current building cost per square foot in Florida is $11.00.

It would be difficult to say what the cost of the average home in Punta Gorda is. The present homes in the community range from $18,000 to $45,000. However, the average home builder seems to prefer a home and homesite package in the $20,000 to $25,000 price range.

> "Thank you for the photographs you sent me recently. Even though they were excellent, I must say they don't do justice to the lovely model homes you have on exhibit. . ."
> John Holzbog, Manhasset, Long Island, N.Y.

Q. What are the set back requirements?

A. 25 foot front and rear. This insures an unobstructed view along the lagoon or waterway running in front of your home. Many homesites have uninterrupted water vistas of half a mile or better. Harbor-front homesites or homesites on waterways close by the harbor have, of course, water views of several miles of Charlotte Harbor.

Q. What about other restrictions?

A. All restrictions are planned to suit a residential waterfront community of the highest type, and based on years of experience with Florida development. Just as an example, we quote from our restrictive covenants: ". . . all lawns in front of the property shall extend to the property line" . . . "no trade, business, profession or other use of commercial activity shall be carried on" . . . "no garages or carports separated from the main building" . . . "all garbage and trash containers, oil tanks and bottle gas tanks must be underground or placed in walled-in area."

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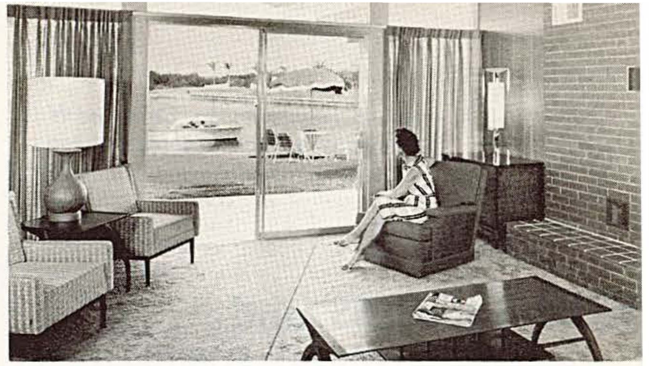

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BUSINESS and APARTMENT DWELLINGS

Q. Does Punta Gorda Isles have an area zoned for apartments?

A. Yes, to accommodate the winter visitor, or for those who desire apartment living, Punta Gorda Isles does have 36 waterfront homesites zoned for apartments. The apartment zoning is separate from the residential areas.

Q. Is there a section where a marina will be built?

A. Yes, to accommodate the repairing and servicing of boats, the site for a marina has already been purchased for future building. The marina is strategically located near the shopping center so residents may shop via boat if they so desire.

Q. Any plans for a country club?

A. A large waterfront area has been set aside for a yacht club, and likely this will be the future focal point for social affairs at PUNTA GORDA ISLES.

MISCELLANEOUS

Q. Whom should I contact about building my home?

A. There are many fine builders of custom homes presently in Punta Gorda Isles. If you will notify us, we will be glad to put you in contact with them. They have numerous waterfront home plans designed specifically for Punta Gorda Isles, or they will build to your personal specifications.

TAXES AND UTILITIES

Q. Explain the Homestead Exemption?

A. This covers a $5,000 exemption to a home owner and permanent resident of Florida on the home he occupies. He must be in residence six months to qualify.

Q. Electricity and telephone?

A. Available on the property. Homes are serviced as soon as completed.

Q. What kind of electric rates can I get on an all-electric house?

A. Rates are correspondingly less according to the amount used, as follows: 26 Kw or less, $2.50 per month; 44 Kw or less, 5.56c per Kw; 130 Kw or less 3.06c per Kw; 200 Kw or less, 2.0c per Kw.

Q. Is piped water included in the price of the lot?

A. Yes, city water to each lot.

Q. Is city sewage provided?

A. Not at present, but definitely planned for the future.

Q. Is gas available?

A. Yes, for those who desire it, Florida, however, is a bottlegas state. There are several reliable suppliers available. Bottled gas, we are advised by one servicer, for an average household's needs for cooking and heating, costs between $5 and $7 per month. Heating costs, of course, vary considerably and there is little if any heating year around.

Mr. E. O. Friday, one of Punta Gorda's leading realtors, former president of the Charlotte County and Punta Gorda Chamber of Commerce . . . "I bought the first homesite in the "Isles" and now am building my home there. I've lived in the country for thirty years. I hunt and fish a lot and know this area well. The peninsula the "Isles" is located on, in my personal opinion, is one of the finest waterfront locations in the state of Florida."

PRICE

The "Isles" Development Group: "The third element to consider when purchasing Florida real estate is, of course, *price*. We have already touched on the first two elements, location and quality, which, to a great extent, dictate the cost.

"With the influx of hundreds of thousands of new residents into Florida each year, it is small wonder Florida land values climb higher and higher each year.

"Even if you, as a potential owner of Florida real estate, are not planning to reside in Florida until some years in the future, now is the time to select your Florida homesite. Each day you delay is costing you money. Each year's delay sees an appreciation of roughly 15% of value for non-waterfront homesites and 25% for waterfront homesites. While no hard and fast rule can be applied, many real estate authorities will

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TAXES AND UTILITIES

Q. Explain the Homestead Exemption?

A. This covers a $5,000 exemption to a home owner and permanent resident of Florida on the home he occupies. He must be in residence six months to qualify.

Q. Electricity and telephone?

A. Available on the property. Homes are serviced as soon as completed.

Q. What kind of electric rates can I get on an all-electric house?

A. Rates are correspondingly less according to the amount used, as follows: 26 Kw or less, $2.50 per month; 44 Kw or less, 5.56c per Kw; 130 Kw or less 3.06c per Kw; 200 Kw or less, 2.0c per Kw.

Q. Is piped water included in the price of the lot?

A. Yes, city water to each lot.

Q. Is city sewage provided?

A. Not at present, but definitely planned for the future.

Q. Is gas available?

A. Yes, for those who desire it, Florida, however, is a bottlegas state. There are several reliable suppliers available. Bottled gas, we are advised by one servicer, for an average household's needs for cooking and heating, costs between $5 and $7 per month. Heating costs, of course, vary considerably and there is little if any heating year around.

Mr. E. O. Friday, one of Punta Gorda's leading realtors, former president of the Charlotte County and Punta Gorda Chamber of Commerce . . . "I bought the first homesite in the "Isles" and now am building my home there. I've lived in the country for thirty years. I hunt and fish a lot and know this area well. The peninsula the "Isles" is located on, in my personal opinion, is one of the finest waterfront locations in the state of Florida."

PRICE

The "Isles" Development Group: "The third element to consider when purchasing Florida real estate is, of course, *price*. We have already touched on the first two elements, location and quality, which, to a great extent, dictate the cost.

"With the influx of hundreds of thousands of new residents into Florida each year, it is small wonder Florida land values climb higher and higher each year.

"Even if you, as a potential owner of Florida real estate, are not planning to reside in Florida until some years in the future, now is the time to select your Florida homesite. Each day you delay is costing you money. Each year's delay sees an appreciation of roughly 15% of value for non-waterfront homesites and 25% for waterfront homesites. While no hard and fast rule can be applied, many real estate authorities will tell you this has been the pattern for land value increase in Florida in recent years. But these figures only hold for desirable growth areas such as Charlotte County and Punta Gorda on the West Coast and Ft. Lauderdale on the East Coast of Florida.

"I recall the Ft. Lauderdale area six years ago where choice waterfront homesites were selling in the $5,000-$6,000 range. Today these same lots sell for $15,000 or more.

"In my opinion, Punta Gorda, as of this writing, is, from the standpoint of land value ecoonmics, exactly where Ft. Lauderdale was in the early 50's. . .

"Only in the past three years has Charlotte County come into its own. As of 1961 it is, percentage-wise, THE FASTEST GROWING COUNTY IN THE STATE OF FLORIDA.

"Land values in Charlotte County are rising every month. Even so, they can still double and double again before catching up with the market in other expanding areas."

PURCHASING YOUR HOMESITE

Q. What are the present prices of waterfront homesites in Punta Gorda Isles?

A. The average homesite in the "Isles" as of mid-1961 is $4,400.

Q. What is the least expensive homesite?

A. $3,200. However, we have already had one price rise and all prices are subject to change without notice.

Q. Is the $3,200 homesite a waterfront lot, and does it include all physical improvements?

A. Yes, every homesite in Punta Gorda Isles is a choice waterfront lot and the cost includes all of the superior physical improvements cited herein, with the exception of concrete seawall, which has already been discussed at length. There are no hidden charges, all homesites are choice waterfront location. The only difference is some are slightly larger than others and nearer the harbor.

Q. How are they purchased?

A. Either cash or on convenient terms.

Q. What do you mean by convenient terms?

A. We try to remain flexible and adjust to suit the individual purchaser. For example, for those desiring long terms, many homesites may be purchased for a down payment of $100 with sixty monthly payments at 6% interest on the unpaid balance. This would amount to a monthly payment of $59.94 on a $3,200 homesite.

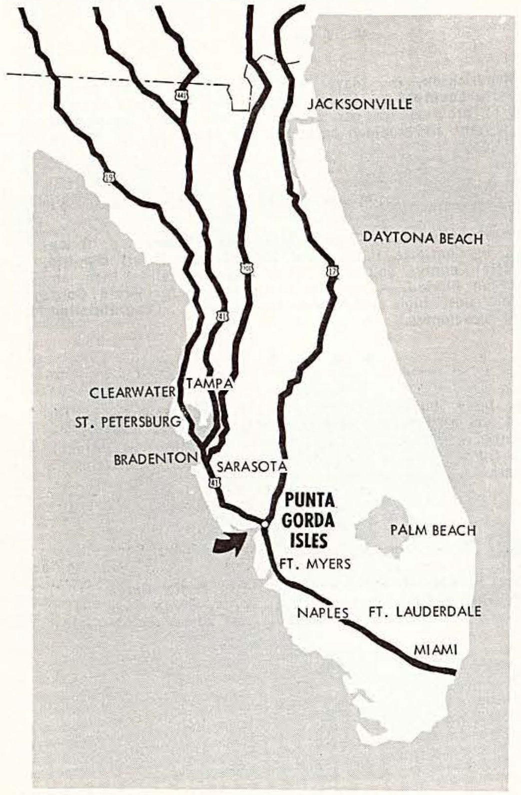
IN SUMMARY

The "ISLES" Development Group: ". . . and so here you have what we sincerely hope has been a helpful discussion of the three keys to real estate desirability and value: LOCATION, QUALITY, PRICE as they apply to the "Isles" of Punta Gorda in particular, and all Florida real estate in general.

"We feel we have an unbeatable combination. For if you learn of Florida real estate values before selecting the homesite of your choice, (and we hope that you do) only then can you truly appreciate Punta Gorda Isles rare combination for Florida waterfront living.

- **An exclusive waterfront residential colony**
- **On scenic and beautiful Charlotte Harbor**
- **Twenty city blocks from the heart of a small resort city**
- **With superior physical homesite improvements**
- **Secluded from commerce and disturbing influences**
- **For as low as $3,200 with terms to suit your pocketbook.**

"We of the "Isles" of Punta Gorda shall be glad to count you, your family and friends among our neighbors. A cordial welcome awaits you!"



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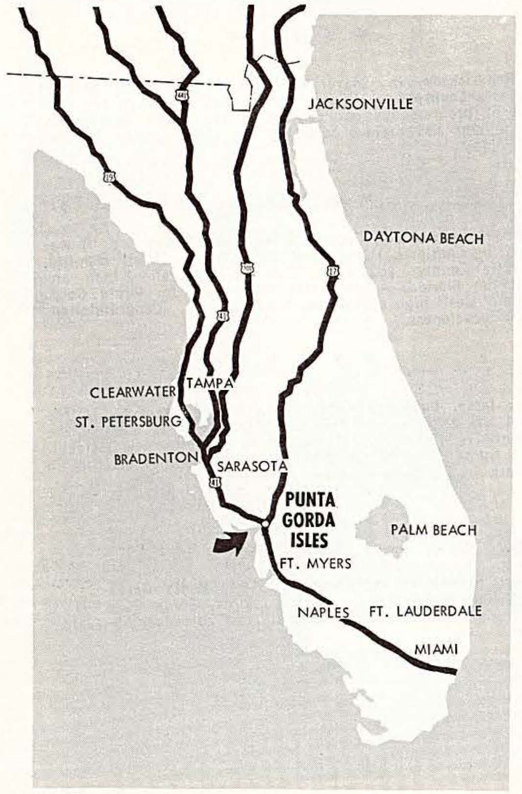

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W. T. Price, President, Coconut Grove Bank, Miami . . . "I was raised in Charlotte Harbor and have known it all my life. Charlotte County, you know, has more shoreline than any county in Florida. A waterfront subdivision for Punta Gorda of the "Isles" high calibre was inevitable . . . Congratulations to the developers."

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James Jesse, Publisher-Editor, Punta Gorda Herald . . . "The appeal and attraction of a Florida city is only as good as the residential community that city has to offer the new resident. Punta Gorda Isles is the city's finest residential offering, a hallmark in the history of our town."

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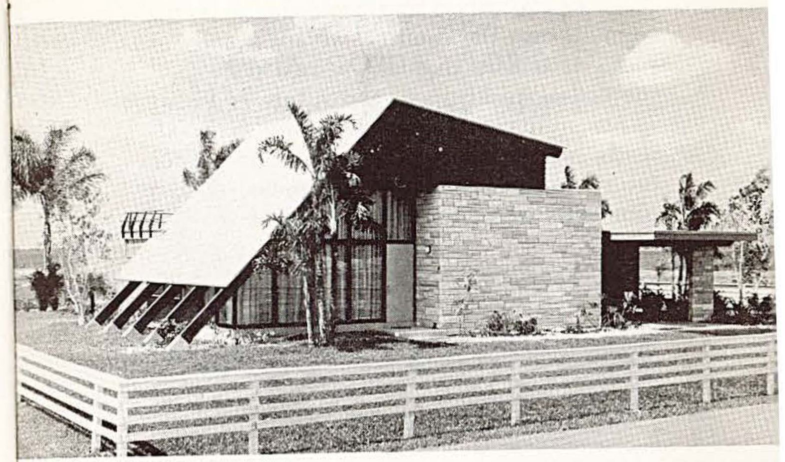
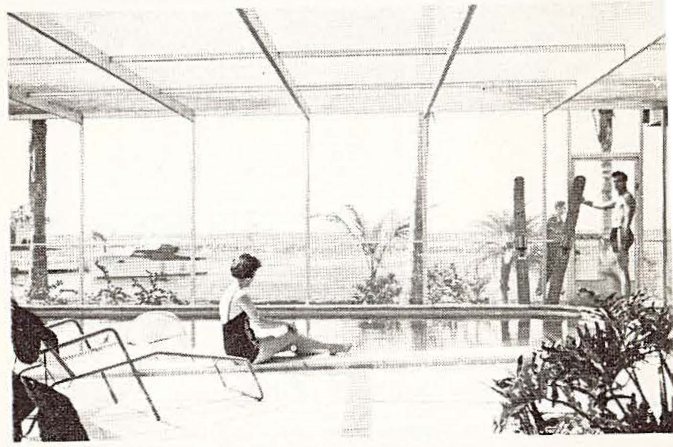
William H. Mason, Registered Architect, Punta Gorda . . . "From the architect's view-point, Punta Gorda Isles is a community superbly attuned to the finest contemporary custom homes."

NOW ON EXHIBIT:

- MANY BEAUTIFUL WATERFRONT MODEL HOMES
- STOP AT OFFICE FOR GUIDED MODEL TOUR

SALES AND EXHIBIT CENTER
Open Every Day Including Sunday





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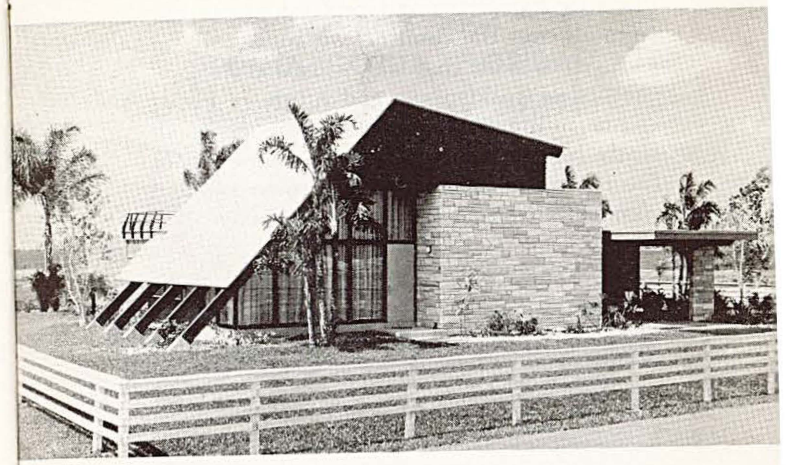

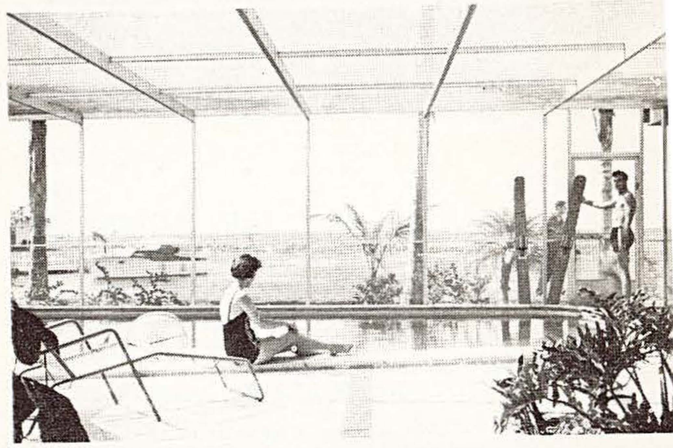

ARMED SERVICES NEIGHBORS

What the Colonel and his Lady say about the "Isles."

Although the majority of home and homesite purchasers in Punta Gorda Isles are business executives and professional people from all over the country, we are equally as pleased to note that an estimated 15% of the "Isles" residents — and future residents — are military personnel. Many have already retired, while others are planning for future retirement. Here are some random comments from our military neighbors:

★ ★ ★

"Mr. Fico and I have traveled and resided in almost every state of our country and in many countries of the world for the past 19 years. During this period we have been searching for the ideal location to settle down when we leave the military service. There were numerous places that we liked, but would not accept for one reason or another, i.e., no restrictions, climatic conditions, environment, etc. Punta Gorda Isles is the only one that not only meets, but in many instances surpasses the high standards we had set for our permanent home. We are looking forward to the day when we can make our last move to our home in Punta Gorda Isles."

. . . Lt. Col. George J. Fico, U.S.A. Artillery

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"location far superior to any other community I visited on the West Coast of Florida. One of the especially attractive features of Punta Gorda Isles to me are the restrictive covenants that assure a future home owner dignified and refined surroundings.

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P.O. BOX 1094
PUNTA GORDA, FLORIDA
Telephone: NEptune 2-7491

REFERENCES:

PUNTA GORDA CHAMBER of COMMERCE
FIRST NATIONAL BANK of PUNTA GORDA
FIRST FEDERAL SAVINGS of PUNTA GORDA
FIRST NATIONAL BANK of FORT MYERS

CLIP AND MAIL THIS COUPON FOR **MORE** INFORMATION

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P.O. Box 1094
Punta Gorda, Florida

At no cost or obligation, please send me brochure, sales plat and other information about the "Isles"

NAME ____________________

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CITY ____________________

ZONE __________ STATE __________

AD 58199

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